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**IN THE UNITED STATES PATENT
AND TRADEMARK OFFICE**

UTILITY PATENT

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|--------------|--------------------------------------|-------------------|------------|
| Applicants:: | Wood et al. | Docket No.: | 15730.2600 |
| Serial No.: | 10/778,000 | Art Unit No.: | 1751 |
| Filing Date: | February 10, 2004 | Examiner: | TBA |
| Title: | HIGH EFFICIENCY LAUNDRY DETERGENT | Confirmation No.: | 3338 |

**POWER OF ATTORNEY BY ASSIGNEE
AND CERTIFICATE UNDER 37 CFR 3.73(b)**

THE DIAL CORPORATION (hereinafter "Assignee"), a corporation having a place of business at, 15501 North Dial Boulevard, Scottsdale, Arizona 85260, certifies that to the best of Assignee's knowledge and belief, it is the assignee of the entire right, title, and interest in and to the above-captioned United States patent application and represents that the undersigned is a representative authorized and empowered to sign on behalf of the Assignee.

Ownership of the above-identified patent application is established by virtue of the following documentary evidence that has been reviewed by the undersigned:

An assignment from the inventor(s) of the patent application identified above is attached.

THE DIAL CORPORATION, the Assignee of the entire right, title, and interest in and to the above-captioned United States patent application and all inventions disclosed and claimed therein, hereby appoints as its attorneys to prosecute the above-captioned United States patent application and to transact all business in the United States Patent and Trademark Office connected therewith and with the resulting patent:

Furthermore, THE DIAL CORPORATION also appoints as its attorneys to prosecute the above-captioned United States patent application and to transact all business in the United States Patent and Trademark Office connected therewith and with the resulting patent, individually and collectively:

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and the registered attorneys associated with Snell & Wilmer's Customer Number 020322.

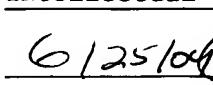
Please send all further correspondence to Snell & Wilmer L.L.P. at the above address.

By:


 A. Kate Huffman

Title: Intellectual Property & Patent Counsel

Date:


 6/12/04